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ABSTRACT

To measure the effectiveness of the services provided to users of elementary school media centers, a survey instrument has been developed to poll teachers, students, or administrators. Ratings cover nine broad service categories: accessibility, awareness, professional materials, utilization, planning, acquisition, production, evaluation, and activity. Users of the guide can tailor an evaluation instrument for their own needs by selecting only those items which apply to the services they offer. Over 30 items are listed in each service category. (EMH)

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PSES

PURDUE SELF-EVALUATION SYSTEM FOR SCHOOL MEDIA CENTERS

Elementary School Catalog

by

DAVID V. LOERTSCHER

and

JANET G. STROUD

IR 003 830

David Loertscher
Purdue Research Foundation

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PURDUE SELF-EVALUATION SYSTEM

There are many facets of a media center program that can be measured. These might include facilities, staffing, budget, collection, circulation, etc. But many professionals agree that one of the more effective measures is to evaluate the services provided by the media staff to the users.

The Purdue Self-Evaluation System (PSES) for Media Centers, a service developed in the Media Sciences Section of Purdue University, offers media specialists an inexpensive yet thorough technique for involving teachers, students, and administrators in the evaluation of media center services.

The unique feature of PSES is that the media specialist may tailor-make the evaluation instrument to the service program of a specific media center. It may constitute one portion of a comprehensive planning and evaluation system or it may simply be exploratory in nature.

The catalog encompasses nine broad service categories: Accessibility, Awareness, Professional, Utilization, Planning, Acquisition, Production, Evaluation and Activity. The media specialist may wish to concentrate on a few categories or do a broad survey over all categories. The media specialist also may query one user group or several to include administrators, media staff, teachers, and students.

PSES measures the user's perception of both frequency and variety of services offered by the media center. The technique can also be used to compare the media staff's perception of the service program with any of the user group's perceptions. Media specialists are advised to select those items which match their own program objectives.

The catalog was developed originally in cooperation with the Indiana Department of Public Instruction in a survey of elementary school media centers during the 1974-75 school year. It has also been used in several doctoral dissertations including two in Indiana, one on grades 10-12 and one on grades 6-9. There is a certain amount of bias represented in this instrument toward services emphasized in the *Media Programs: District and School* (AASL & AECT:1975); that is, both library and audiovisual services as well as instructional development services have been included.

Once the media specialist has chosen items from the catalog individualized questionnaires will be supplied for each user group to the school. Schools may then reproduce the questionnaires and collect the data (directions and answer sheets which can be machine scored will be provided). The data will be processed at Purdue and an item-by-item computerized comparison of the responses made by the media staff, teachers, students, and administrators will be sent to the school.

Schools may wish to bypass the Purdue computer services entirely and adapt parts of the catalog to their own measurement needs. The authors encourage this type of use as long as credit is given to the authors for items used from the catalog.

Item Selection

Several reasons could influence a media specialist's choice of a particular item. For example, one might wish to offer a service and would like to "educate" the user to its possible implementation. The service chosen may be relatively new and the media staff wishes to check the awareness of the users as to its existence. The media specialist may also want to find out what segments of the user groups are taking advantage of a particular service. (For example, what percentage within each grade level takes advantage of a particular service.)

The master catalog contains services in nine different categories (Accessibility, Awareness, etc.). Three columns for media staff, teachers, and students, are beside each service statement. An "x" in a column indicates which group the statement may be used for; let us look at item #7, for example.

M	T	S	
x		x	The media center is used for meetings of student organizations.

This item may be selected to be answered by *either* the media staff, the students, or both. The item is not available for the teacher questionnaire.

The ITEM SELECTION SHEETS contain three columns: M = Media Staff; T = Teachers; S = Students. To select your item, merely check the appropriate item number of the ITEM SELECTION SHEET in the column desired. For example, on item #1, if you wish to have this item included on *both* your questionnaires, check the appropriate blanks. If you wish the item to appear only on the teacher questionnaire, check that blank.

Any item or part of an item may be selected. In like fashion, any category or part of category may be omitted. Items designed for use by the students have been personalized and simplified in language. (See Student Catalog) DO NOT SELECT MORE THAN 150 ITEMS FOR THE MEDIA STAFF. The recommended maximum number of items for teachers is 75; for students, 50.

Please note that all items you choose will be answered by all respondents on the following scale:

A = Regularly
B = Occasionally
C = Rarely or never
D = Don't know

Cost

The use of Purdue computer facilities will cost $25.00 per school plus 4¢ per respondent. This amount pays for one copy of each questionnaire (media staff, teacher, and student), all op-scan answer sheets, data processing and analysis, and one copy of a final report. General guidelines for interpretation of the results will be provided. However, if the school wishes to have further interpretation and consultation concerning the analysis and steps for program improvement as a result of the research, the authors are available for consultation both by telephone conference call or by visitation.

If you want Purdue to process your data and prepare an item-by-item computerized comparison of the responses made by the media staff, teachers, and students, return only the ITEM SELECTION SHEETS to Dr. Janet G. Stroud. If comments or questions arise, contact Dr. Stroud at (317) 749-2902. Address all correspondence to:

Dr. Janet G. Stroud
Media Sciences
Education Building 112
Purdue University
West Lafayette, IN 47907

ACCESSIBILITY SERVICES

	M	T	S	
				The media center is used for
1.	X	X	_	scheduled class visits (weekly, semi-weekly, etc.)
2.	X	X	_	class use upon teacher request (other than scheduled visits)
3.	X	X	_	small groups upon teacher request
4.	X	X	_	individual student research
5.	X	X	_	individual student enjoyment
				The media center is used for meetings of
6.	X	X	_	faculty
7.	X	_	X	student organizations
8.	X	_	_	administrators or school boards
9.	X	_	_	school-related parent groups
				The media center provides books for
10.	X	X	_	temporary reserve collections for instructional units
11.	X	X	_	temporary room collections for instructional units
12.	X	X	_	permanent room or department collections
				The media center provides AV materials for
13.	X	X	_	temporary reserve collections for instructional units
14.	X	X	_	temporary room collections for instructional units
15.	X	X	_	permanent room or department collections
				The media center provides AV equipment for
16.	X	X	_	loan to teachers (1 day or less)
17.	X	X	_	loan to teachers (less than 30 days)
18.	X	X	_	temporary loan to department
19.	X	X	_	permanent loan to teachers
20.	X	X	_	permanent loan to department
				Students use the media center
21.	X	_	X	before school
22.	X	_	X	after school
				Teachers use the media center
23.	X	X	_	before school
24.	X	X	_	after school
				Students take home from the media center
25.	X	_	X	books
26.	X	_	X	AV materials
27.	X	_	X	AV equipment
				Students check out for building use
28.	X	_	X	books
29.	X	_	X	AV materials
30.	X	_	X	AV equipment

ACCESSIBILITY SERVICES (cont.)

	M	T	S	
31.	X	X	_	Teachers *have time* to come to the media center.
32.	X	_	X	Students *have time* to come to the media center.
33.	X	X	_	Teachers have time to consult with the media staff.
34.	X	X	X	Books are kept in repair.
35.	X	X	X	AV materials are kept in repair.
36.	X	X	X	AV equipment is kept in operating condition.
37.	X	_	X	Students use AV equipment in the media center.

AWARENESS SERVICES

	M	T	S	
				Teachers are given information about
38.	X	X	_	new AV equipment in the building
39.	X	X	_	new books and AV materials in the media center
40.	X	X	_	services available from the district media center (library)
41.	X	X	_	services available from other libraries in the area
42.	X	X	_	community resources (guests, field trips, etc.)
43.	X	X	_	existing media center services
44.	X	X	_	newly added media center services
				Students are given information about
45.	X	_	X	new AV equipment in the media center
46.	X	_	X	new books and AV materials in the media center
47.	X	_	X	services available from the district media center (library)
48.	X	_	X	services available from other libraries in the area
49.	X	_	X	community resources (guests, field trips, etc.)
50.	X	_	X	existing media center services
51.	X	_	X	newly added media center services
				The media staff sponsors special programs for
52.	X	X	_	National Library Week, Book Week, etc.
53.	X	X	_	local events of importance
54.	X	X	_	national events
55.	X	X	_	school-public library cooperative efforts
				The media staff promotes the media program via
56.	X	X	_	news releases
57.	X	X	_	radio or TV
58.	X	X	_	displays or bulletin boards
59.	X	X	_	programs for parents
60.	X	X	_	programs for administrators
61.	X	X	_	presentations to the school board
62.	X	X	_	presentations to community groups

PROFESSIONAL SERVICES

	M	T	S	
				The *school* media staff acquires for the professional collection
63.	X	X	_	books
64.	X	X	_	periodicals
65.	X	X	_	AV materials
66.	X	X	_	research reports
67.	X	X	_	curriculum guides
				The *district* media staff acquires for the professional collection
68.	X	X	_	books
69.	X	X	_	periodicals
70.	X	X	_	AV materials
71.	X	X	_	research reports
72.	X	X	_	curriculum guides
				In-service topics for teachers include
73.	X	X	_	integrating media center materials into instruction
74.	X	X	_	utilizing media center services effectively
75.	X	X	_	producing AV materials
76.	X	X	_	utilizing AV equipment
77.	X	X	_	existing media center services
78.	X	X	_	newly added media center services
				The media staff works with teachers/counselors to help
79.	X	X	_	improve student progress in learning
80.	X	X	X*	students with their personal problems
81.	X	X	_	students make career decisions

UTILIZATION SERVICES

	M	T	S	
				Teachers are helped to locate materials in
82.	X	X	_	the media center collection
83.	X	X	_	the various classroom collections
				The media staff assists teachers by
84.	X	X	_	suggesting various uses of media center materials
85.	X	X	_	locating materials of various difficulty and interest levels
86.	X	X	_	demonstrating the versatility of AV equipment
87.	X	X	_	aiding in the use of equipment and accessories
				Reference service in the media center is given *teachers* by
88.	X	X	_	answering simple questions (e.g., who wrote *Charlotte's Web*?)
89.	X	X	_	answering more complex questions
90.	X	X	_	requiring teachers to try to answer their own questions
91.	X	X	_	referring teachers to resources not in the media center

UTILIZATION SERVICES (cont.)

M	T	S	
			Reference service in the media center is given *students* by
92. X	_	X	answering simple questions (e.g., who wrote *Charlotte's Web*?)
93. X	_	X	answering more complex questions
94. X	_	X	requiring students to try to answer their own questions
95. X	_	X	referring students to resources not in the media center
			Instruction in the use of the media center is
96. X	X	_	given as a unit of instruction
97. X	X	_	integrated into classroom instructional units
98. X	X	_	given informally upon request
			Instruction in the use of the media center is given *to*
99. X	X	_	individual students
100. X	X	_	small groups
101. X	X	_	classes and/or large groups
102. X	X	_	new students
			Instruction in the use of the media center is given *by*
103. X	X	_	teacher and media staff in a team approach
104. X	X	_	the teacher
105. X	X	_	the media staff
			Group guidance is given by the media staff through
106. X	X	X	book or media talks on recreational materials
107. X	X	X	book or media talks on materials for classwork
108. X	X	X	distribution of materials lists
109. X	X	X	displays, exhibits and/or bulletin boards
			Individual guidance is given by the media staff through
110. X	X	X	individualized materials lists
111. X	X	X	help in the location of materials
112. X	X	X	help in the selection of materials
			The media staff engages in a program of
113. X	X	_	reading guidance
114. X	X	_	viewing guidance (visual literacy)
115. X	X	_	listening guidance
116. X	X	_	improvement of study habits
117. X	X	_	development of critical thinking
118. X	X	X	Help is given when AV equipment problems arise.

PLANNING SERVICES

	M	T	S	
				Media center staff assists teachers in unit planning by
119.	X	X	_	consulting *in advance* of unit presentation
120.	X	X	_	assisting in analysis of learning tasks
121.	X	X	_	helping formulate behavioral objectives
122.	X	X	_	gathering materials
123.	X	X	_	preparing bibliographies
124.	X	X	_	suggesting materials of appropriate difficulty
125.	X	X	_	suggesting materials of varying *interest levels*
126.	X	X	_	The media specialist consults with the curriculum committee

ACQUISITION SERVICES

	M	T	S	
				Inter-library loans for *teachers* are provided from
127.	X	X	_	the district center collection
128.	X	X	_	other school media centers in the district
129.	X	X	_	public libraries in the area
130.	X	X	_	academic libraries in the area
131.	X	X	_	rental libraries
132.	X	X	_	regional libraries
				Inter-library loans for *students* are provided from
133.	X	_	X	the district center collection
134.	X	_	X	other school media centers in the district
135.	X	_	X	public libraries in the area
136.	X	_	X	academic libraries in the area
137.	X	_	_	rental libraries
138.	X	_	_	regional libraries
				The media staff purchases materials
139.	X	X	_	on recommendation of the teachers
140.	X	_	X	on recommendation of the students
				The media staff provides for the purpose of purchasing
141.	X	X	_	teacher previewing
142.	X	X	_	student previewing
143.	X	X	_	producers' catalogs
144.	X	X	_	published evaluations of materials
145.	X	X	_	published evaluations of equipment
				The media staff orders
146.	X	X	_	materials only at specified times
147.	X	X	_	individual orders upon request

PRODUCTION SERVICES

	M	T	S	
				Which are produced by your *school* media staff?
148.	X	X	X	graphics (lettering, poster making, etc.)
149.	X	X	X	slides
150.	X	X	X	videotapes
151.	X	X	X	tape recordings
152.	X	X	X	8mm films
153.	X	X	X	radio programs
154.	X	X	X	16mm films
155.	X	X	X	puppets
156.	X	X	X	models and dioramas
157.	X	X	X	transparencies
158.	X	X	X	kits
159.	X	X	X	games
160.	X	X	X	filmstrips
161.	X	X	X	learning packages
162.	X	X	X	photocopies
163.	X	X	X	mounted materials
164.	X	X	X	laminated materials
165.	X	X	X	printed or duplicated materials
166.	X	X	X	computer-assisted instruction
167.	X	X	X	programmed instruction
168.	X	X	X	computer programing
				Which are produced by your *district* media staff?
169.	X	X	_	graphics (lettering, poster making, etc.)
170.	X	X	_	slides
171.	X	X	_	videotapes
172.	X	X	_	tape recordings
173.	X	X	_	8mm films
174.	X	X	_	radio programs
175.	X	X	_	16mm films
176.	X	X	_	puppets
177.	X	X	_	models and dioramas
178.	X	X	_	transparencies
179.	X	X	_	kits
180.	X	X	_	games
181.	X	X	_	filmstrips
182.	X	X	_	learning packages
183.	X	X	_	photocopies
184.	X	X	_	mounted materials
185.	X	X	_	laminated materials
186.	X	X	_	printed or duplicated materials
187.	X	X	_	computer-assisted instruction
188.	X	X	_	programmed instruction
189.	X	X	_	computer programing

PRODUCTION SERVICES (cont.)

	M	T	S	
				Teachers who want locally produced AV materials are provided
190.	X	X	_	facilities and equipment
191.	X	X	_	supplies
192.	X	X	_	help from the media staff
193.	X	X	_	the finished product from the media staff
				Students who want locally produced AV materials are provided
194.	X	_	X	facilities and equipment
195.	X	_	X	supplies
196.	X	_	X	help from the media staff
197.	X	_	X	the finished product from the media staff

EVALUATION SERVICES

	M	T	S	
				The media center collection provides
198.	X	X	X	a variety of media to meet user needs
199.	X	X	X	current material
200.	X	X	X	enough material for the number of users
201.	X	X	X	quality materials
				Together, teachers and media staff evaluate the success of
202.	X	X	_	class projects involving the media center
203.	X	X	_	small group projects involving the media center
204.	X	X	_	individual projects involving the media center
205.	X	X	_	library skills training for students
206.	X	X	_	jointly planned units of instruction
				The media staff provides *students* opportunities to evaluate
207.	X	_	X	the materials collection
208.	X	_	X	media center services
209.	X	_	X	media center facilities
210.	X	_	X	media center policies
				The media staff provides *teachers* opportunities to evaluate
211.	X	X	_	the materials collection
212.	X	X	_	media center services
213.	X	X	_	media center facilities
214.	X	X	_	media center policies

ACTIVITY SERVICES

	M	T	S	
				In the media center, students
215.	X	_	X	read or look at books
216.	X	_	X	read magazines and newspapers
217.	X	_	X	look at AV materials in large groups
218.	X	_	X	look at AV materials in small groups
219.	X	_	X	look at AV materials as individuals
220.	X	_	X	listen to recordings in large groups
221.	X	_	X	listen to recordings in small groups
222.	X	_	X	listen to recordings as individuals
223.	X	_	X	make puppets and have puppet shows
224.	X	_	X	listen to stories
225.	X	_	X	play games
226.	X	_	X	find materials and information for school subjects
227.	X	_	X	make AV materials
228.	X	_	X	make printed materials
229.	X	_	X	tutor other students
230.	X	_	X	observe animals or plants
231.	X	_	X	meet, talk, or listen to community resource persons
232.	X	_	X	select materials to borrow
233.	X	_	X	learn to operate AV equipment
234.	X	_	X	study with other students
235.	X	_	X	discuss materials
236.	X	_	X	participate in library clubs or media organizations
237.	X	_	X	use computer-assisted instruction
238.	X	_	X	view displays and exhibits
				In the media center, teachers
239.	X	X	_	have access to recreational materials
240.	X	X	_	socialize with colleagues
241.	X	X	_	have a place to 'get away from it all'
242.	X	X	_	engage in unit planning with colleagues
243.	X	X	_	eat and drink

ELEMENTARY ITEM SELECTION SHEETS

If you wish to use Purdue's computer facilities to assist you in producing individualized questionnaires and data analysis, return these ITEM SELECTION SHEETS to Dr. Janet Stroud at Purdue University.

Check the items you would like the media staff, teachers, and students to evaluate. If you want the administrative staff included, they will be answering the media staff questionnaire. Try to select the number of items for teachers and students that you feel they will have time to answer.

NAME _____

School name and address _____

_____

_____

_____

Telephone _____

Approximate number of teachers in your building _____

Number of home rooms or sections in each grade from which you wish to gather data. We do not recommend collecting data below the second grade.

____ 2	____ 5	____ 8	____ 11
____ 3	____ 6	____ 9	____ 12
____ 4	____ 7	____ 10	

Approximate number of students in each section _____

Please list below all paid library and AV staff

Name	**Position** (Professional, technical, clerical)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Return these ITEM SELECTION SHEETS to

Dr. Janet G. Stroud
Media Sciences
Education Building 112
Purdue University
West Lafayette, IN 47097

ACCESSIBILITY

	MS	T	S
1.	___	___	
2.	___	___	
3.	___	___	
4.	___	___	
5.	___	___	
6.	___	___	
7.	___		___
8.	___		
9.	___		
10.	___	___	
11.	___	___	
12.	___	___	
13.	___	___	
14.	___	___	
15.	___	___	
16.	___	___	
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18.	___	___	
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22.	___		___
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24.	___	___	
25.	___		___
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30.	___		___
31.	___	___	
32.	___		___
33.	___	___	
34.	___	___	___
35.	___	___	___
36.	___	___	___
37.	___		___

AWARENESS

38.	___	___	
39.	___	___	
40.	___	___	
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52.	___	___	
53.	___	___	
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55.	___	___	
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PROFESSIONAL

57.	___	___	
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UTILIZATION

	MS	T	S
82.	___	___	
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PLANNING

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126.	___	___	

ACQUISITION

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PLEASE RETURN TO:

Dr. Janet G. Stroud
Media Sciences
Education Building 112
Purdue University
West Lafayette, IN 47907

PSES

PURDUE SELF-EVALUATION SYSTEM FOR SCHOOL MEDIA CENTERS

Elementary School
Student Catalog

by

DAVID V. LOERTSCHER
and
JANET G. STROUD

ACCESSIBILITY SERVICES – Student Catalog

The media center is used for

7. club or student meetings

I use the media center

21. before school
22. after school

I take home from the media center

25. books
26. AV materials
27. AV equipment

For use in school, I check out

28. books
29. AV materials
30. AV equipment

32. I *have time* to go to the media center.

34. The media center's books are in good condition.

35. The media center's AV materials are in good condition.

36. The media center's AV equipment is in good condition.

37. I use AV equipment in the media center.

AWARENESS SERVICES – Student Catalog

The media staff tells me about

45. new AV equipment in the media center
46. new books and AV materials in the media center
47. materials I can get from the district media center (library)
48. materials I can get from other libraries in my city
49. people and places I can visit near my home
50. things I can do in the media center
51. new things I can do in the media center

PROFESSIONAL SERVICES – Student Catalog

The media staff helps me

80. with my problems

UTILIZATION SERVICES – Student Catalog

The media staff helps me by

92. answering easy questions (e.g., who wrote *Charlotte's Web*?)
93. answering harder questions
94. asking me to try to answer my own questions
95. sending me to people or places outside the media center

The media staff helps my group by

106. talking about fun things to read or look at
107. telling me about things I can use for class
108. giving me a list of books or AV materials
109. having bulletin boards

The media staff helps me

110. by giving me a list of books or AV materials
111. find books and AV materials
112. choose books or AV materials

118. I receive help when AV equipment will not work.

ACQUISITION SERVICES – Student Catalog

The media staff will get me books or AV materials from

133. the district media center
134. other school media centers
135. the public library
136. the college library

The media staff will

140. buy things I ask for

PRODUCTION SERVICES – Student Catalog

Our school media center makes

148. graphics (lettering, signs, posters, etc.)
149. slides
150. videotapes (television programs)
151. tape recordings
152. 8mm films
153. radio programs
154. 16mm films
155. puppets
156. models and dioramas
157. transparencies
158. kits
159. games
160. filmstrips
161. learning packages
162. photocopies

PRODUCTION SERVICES – Student Catalog (cont.)

Our school media center makes

163. mounted materials
164. laminated materials
165. printed or duplicated materials
166. computer-assisted instruction
167. programmed instruction
168. computer programs

If I want AV materials *made*, the media staff

194. gives me space and equipment
195. gives me supplies
196. gives me help
197. does it for me

EVALUATION SERVICES – Student Catalog

The media center collection has

198. many kinds of things to help me
199. new material
200. enough books and AV materials for everybody to use
201. good books and AV materials

The media staff gives me a chance to say what I like or don't like about

207. the books or AV materials in the media center
208. the things I can do in the media center
209. media center chairs, tables, shelves, places to work, etc.
210. media center rules

ACTIVITY SERVICES – Student Catalog

In the media center, I

215. read or look at books
216. read magazines and newspapers
217. look at AV materials in large groups
218. look at AV materials in small groups
219. look at AV materials by myself
220. listen to recordings in large groups
221. listen to recordings in small groups
222. listen to recordings by myself
223. make puppets and have puppet shows
224. listen to stories
225. play games
226. find materials and information for school subjects
227. make AV materials
228. make printed materials
229. help other students
230. see animals or plants

ACTIVITY SERVICES – Student Catalog (cont.)

In the media center, I

231. meet, talk, or listen to visitors
232. select materials to borrow
233. learn to operate AV equipment
234. study with other students
235. discuss materials
236. meet with library or media clubs
237. use computers for school work
238. look at bulletin boards or displays

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